(Amended)
1. An apparatus comprising:

a first computer associated with a user and containing a first processor;

a second computer associated with a vendor and containing a second processor;

a label comprising a computer readable medium and adapted to be selectively secured to

and removed from a product corresponding to the vendor and purchased by the user; and

the label, further provided with vendor data provided by the vendor and [effective to

execute] computer readable instructions executable on the first computer for presenting vendor

information to the user.

(Amended)
2. The apparatus of claim 1, further comprising:

the label, wherein the computer readable instructions on the computer readable medium

[is programmed to] contain control data effective to control execution of the first processor.

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(Amended)

11. An article comprising:

a label for labeling a product offered for sale;

a computer readable medium integrated with the label for storing operational and executable data structures, the data structures being configured to be readable by a first computer, associated with a purchaser of the product, and comprising:

vendor data associated with a source of a product [and effective to control] comprising instructions executable by the first computer to present to the purchaser a presentation provided from the vendor;

profiling data [effective to control] comprising instructions executable by the first computer to obtain information corresponding to the purchaser and relating to the vendor; and

linking data [for controlling] comprising instructions executable to control communication of the first computer with a second computer associated with the vendor.

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(Amended)

26. A method for interactive communication between a vendor and a purchaser, the method comprising:

providing vendor data associated with a vendor <u>and comprising executable instructions executable on a computer associated with a purchaser</u>;

recording the vendor data on a label comprising a computer-readable medium;

securing the label to a product;

distributing the product and label to a purchaser;

reading the computer readable medium into [a] <u>the</u> user computer associated with the purchaser;

establishing communication between the user computer and the vendor computer; and

interactively updating user data on the vendor computer and vendor data on the user computer.

Remarks

Applicant expresses appreciation to the examiner for the interview courteously granted to Applicant's counsel on February 26, 2001. The Office Action mailed on July 19, 2000 has been further reviewed. Claims 1-28 are in the case. Claims 1-28 stand rejected.

Claims 1- 28 are presented for examination. For the reasons set forth below, these claims are believed to be in condition for allowance.

Claim 1 is amended to clarify Applicant's use of the term "data" as a general term that may include both executables (e.g. computer instructions, programming, applications, etc.) and non-executables (e.g. I/O information, operational data to be operated on, etc.).

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